Broadband Technology Opportunities Program
Public Computer Centers Program – Sustainable Adoption Program

Submitted Date: 8/19/2009 11:23:29 AM	**Easygrants ID: 1345**
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Serena Clark

Table of Contents

Submitted Date: 8/19/2009 11:23:29 AM	Easygrants ID: 1345
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Serena Clark

A. General Application Information

1. Applicant Information	
1-A. Name, Address, and Federal ID for Applicant	
i. Legal Name:	Executive Office of the State of Mississippi
ii. Employer/Taxpayer Identification Number (EIN/TIN):	646000766
Street 1:	500 High Street
Street 2:	Sillers Building Suite 1900
City:	Jackson
County:	Hinds
State:	MS
Country	United States
Zip/Postal Code:	39201-1113

1-B. Name and Contact Information of Person to be Contacted on Matters Involving this Application:	
Prefix:	
First Name:	Serena
Middle Name:	
Last Name:	Clark
Suffix:	
Telephone Number:	601-576-2013
Fax Number:	
Email:	sclark@governor.state.ms.us
Title:	Chief Policy Analyst

1-C. Other Required Identification Numbers

Submitted Date: 8/19/2009 11:23:29 AM	Easygrants ID: 1345
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Serena Clark

i. Organizational DUNS:	019202949
ii. CCR # (CAGE):	5LPV7
iii. Funding Opportunity Number:	2
iv. Catalog of Federal Domestic Assistance Number:	**BTOP CFDA Number:** 11.557 **BTOP CFDA Title:** Broadband Technology Opportunities Program

1-D. Organization Classification

Local, State, or Other Government Entity

1-E. Applicant Federal Debt Delinquency Explanation

Is the **Applicant** Delinquent On Any Federal Debt?
No

Federal debt delinquency Explanation:

1-F. Congressional Districts of:

Applicant: Mississippi - 3

Program/Project
Mississippi - 1
Mississippi - 2
Mississippi - 3
Mississippi - 4

2. Project Title and Project Description

Submitted Date: 8/19/2009 11:23:29 AM	Easygrants ID: 1345
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Serena Clark

2-A. Project Title : Sustainable Adoption for the State of Mississippi

2-B. Project Description: The Governor's Office will lead the effort to increase adoption of broadband throughout the state, with special emphasis on the Delta Region. The project leverages the successful community-based model of the Mississippi State University Extension Service to increase awareness of the benefits of broadband by working with local partners in the education, health care, business, and civic fields.

3. Project Type

Classify the particular project type for which you are seeking federal funding.

Project Type: Sustainable Broadband Adoption

Project ID: 2

4. Application ID for Multiple Submissions for Identified Service Areas

5. Estimated Funding ($):

Estimated Funding ($):	
Federal	5,844,921
Applicant	
State	
Local	
Other	1,370,664
Program Income	
Total	7,215,585

B. Eligibility Factors

Submitted Date: 8/19/2009 11:23:29 AM	Easygrants ID: 1345
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	Applicant Organization: Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	Applicant Name: Serena Clark

6. Eligibility Factors.

The application must be completed fully, and all required supplemental documentation must be attached.
Applicants must commit to substantially completing their Project (as defined in the NOFA) within two years of the award date, and completing the Project within three years of the award date.
Applicants must credibly demonstrate that their Project advances at least one of the five statutory purposes for BTOP.
Applicants must demonstrate that but for Federal funding they would not have been able to complete their project during the grant period.
The budget for the project must be reasonable and all costs must be eligible.

6-d. Applicant is providing matching funds of at least 20 percent towards to the total eligible project costs or is requesting a waiver of the matching requirments.
Yes

Matching Fund Waiver Request Explanation

C. Executive Summary

7. Executive Summary of Overall Proposal:

The Mississippi Broadband Taskforce (MBTF) was established by Governor Haley Barbour and charged with developing a comprehensive strategy to expand the use of broadband across the State. This application for Sustainable Broadband Adoption (SBA) will create local broadband planning and awareness teams in every county of the state, deploy curriculum to

Submitted Date: 8/19/2009 11:23:29 AM	Easygrants ID: 1345
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Serena Clark

educate Mississippians about broadband-enabled applications, provide information to citizens about managing their health online, increase digital literacy among the state's unemployed and underemployed, focus on the Mississippi Delta Region (the Delta), and enhance the access and digital literacy of youth and the elderly.

Mississippi ranks second to last in broadband usage according to 2007 Census data and last in terms of digital literacy according to the General Social Survey. There are an estimated 1.18 million Mississippians that do not access the Internet. The Mississippi Delta Region (the 14 counties that are part of the Delta workforce investment area), which is approximately 66% African American and where one-third of residents currently live below the poverty line, has some of the lowest rates of broadband deployment and adoption in the entire country.

Because of these challenges, the MBTF made the decision to approach broadband deployment and adoption in a methodical and staged approach over the course of the three rounds of ARRA funding. The State is submitting this SBA application in order to raise awareness and build demand in anticipation of expanded deployment in the coming months. This will work in conjunction with infrastructure and public computing center applications in Rounds 2 and 3.

MBTF's goal in this application is to develop an SBA program that would impact every county in the state immediately. Mississippi is fortunate to have a ready model in the Mississippi State University Extension Service (MSU-ES or Extension), the outreach arm of the State's land-grant university. For the last 95 years, its staff has been engaging the local population in every county and providing training through curriculum on workforce development, agriculture, and youth development. The MBTF will partner with MSU-ES to modify their existing model to provide outreach, raise awareness, and train individuals on the benefits and applications available through broadband. Because this proposed program is statewide, the demographics of the target population will mirror the demographics of the state: 37% African American, median household income of $36,000, and approximately 83% without a bachelor degree or higher. It should be noted that the target population in the more rural areas of the state will be the less affluent, less well educated, and underemployed.

MSU-ES will hire 7.5 new full time individuals and will partially fund each of the 81 county staff persons (81 x .1 = 8.1 FTE).

The program includes several major components. The first builds on existing MSU-ES

Submitted Date: 8/19/2009 11:23:29 AM	Easygrants ID: 1345
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Serena Clark

capabilities to launch local "Connecting Communities" teams in 81 counties. MSU-ES employees in each county will bring stakeholders together to develop broadband adoption plans for their communities and educate the local population about the benefits of broadband and online applications. Stakeholders include elected officials, local businesses, disadvantaged businesses, civic and faith based groups, senior centers, Native American Tribal communities, visitors' bureaus, libraries, schools, the disabled, and youth groups. Extension staff also will work closely with Anchor Institutions like community colleges, rural health care centers, and job training and placement centers.

MSU-ES will deploy broadband-focused curricula targeting small businesses, local governments, farmers, and health care centers to help them take advantage of the benefits of broadband. In addition, it will coordinate with local Workforce Investment Network (WIN) job training facilities around the state and community colleges to coordinate digital literacy workshops to train unemployed and underemployed individuals for skills that can help them find higher-paying jobs.

The Mississippi Delta region will receive additional emphasis based on its level of need. In addition to the programs above, MSU-ES will work with the Center for Community and Economic Development, the Small Business Development Center, and the Entrepreneurship in Business Technology Unit at Delta State University. All three entities have extensive partnerships with disadvantaged communities and businesses in this 14-county region of the Delta.

Finally, this program will focus on youth and the elderly in an innovative program that will connect the generations by training 4-H youth to go into senior housing facilities to teach the benefits of broadband.

MSU-ES estimates that approximately 257,000 people will participate in at least one aspect of the program over the course of three years. This is based on actual numbers of participants in the current Extension program, WIN job center clients, 4-H youth participation levels, as well as the number of likely business, institutional, and government clients that may use MSU-ES curricula. There are approximately 379,000 Mississippi household subscribers of broadband today. Through the efforts of this program, we estimate that the rate of adoption will grow by 15% each of the three years, increasing the total number of Mississippi household subscribers by 197,500. This is an increase from 35% of Mississippi households having broadband to 53%

Submitted Date: 8/19/2009 11:23:29 AM	Easygrants ID: 1345
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Serena Clark

at the end of the program.

The cost to provide this intensive, hands-on, and statewide program is $5.8 million. This includes the time, training, and work of an almost 100 person team statewide. In addition, this funding will provide resources for the deployment and development of curricula to improve digital literacy. A 23.6% match will be provided by MSU-ES.

D. Project Purpose

Project Purpose: Recovery Act & BTOP Objectives

8. Project Purpose

     According to the Census Bureau, Mississippi ranks second to last in terms of user access to the Internet. That is, only 59.7% of Mississippi households access the Internet anywhere, compared to 71.0% of U.S. households. Only about 35% of Mississippi households have access to broadband in the home, compared to 50.8% nationwide.

National statistics from the General Social Survey indicate that Mississippi ranks last in terms of digital literacy. When compared to the nation, 32% of Internet users in the state are very knowledgeable about relevant Internet activities, compared to 41% for the U.S. population. Also, 29% of Mississippi users are defined as having limited knowledge, compared to 23% of the U.S. population.

A multivariate analysis clearly shows that the adoption gap is not just a function of accessibility but also a lower level of digital literacy. To reduce this gap, educational programs aimed at sustainable adoption of broadband use should focus efforts on the less educated, the elderly, and the underemployed currently in the workforce.

The proposed partnership with MSU-ES effectively addresses this issue by working in every county in the state to increase awareness and use of broadband. Sixty-five of Mississippi's 82 counties are considered rural and based on national models, have lower levels of broadband adoption. As part of the state's land-grant university, MSU-ES has focused on both rural and urban Mississippi areas for 95 years and is an integral part of these communities already. This

Submitted Date: 8/19/2009 11:23:29 AM	Easygrants ID: 1345
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	Applicant Organization: Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	Applicant Name: Serena Clark

is not a new program, but a retooling of an existing, proven program with almost a century of documented success. It is a sustainable model because once Extension staff receives new training and the Connecting Communities teams are in place, they will continue to increase awareness and build demand for broadband long after ARRA funding ceases.

The program clearly fulfills two of the five statutory requirements of BTOP.

• Provide broadband education, awareness, training, access, equipment, and support to community anchor institutions, job-creating strategic facilities, and vulnerable populations. This Connecting Communities program partners with local elected officials, local businesses, disadvantaged businesses, civic and faith based groups, senior centers, Native American Tribal communities, visitors' bureaus, libraries, schools, the disabled, and youth groups to develop broadband action and awareness plans for local communities. In addition, Extension staff will partner with WIN job centers to offer digital literacy training workshops to the unemployed and underemployed. MSU-ES will partner with community colleges (geographically dispersed in northeast Mississippi, the Delta, central Mississippi, southwest Mississippi, and on the Gulf Coast) to provide job training and expanded access to distance learning as well.

The coordinated awareness and adoption campaign in the Delta and among the elderly will help to increase awareness of broadband among senior citizens and the minority community.

• Stimulate demand for broadband. By utilizing and improving existing curriculum and by creating needs-based curriculum for targeted groups, MSU-ES will be training small businesses, local governments, civic groups, seniors, African Americans, and farmers about the ways that broadband can deliver practical benefits to their personal and professional lives. In addition to the educational activities surrounding managing health online, Mississippians in every county may for the first time see the benefit of broadband and increase their desire to subscribe.

As stated previously, this is the only application the State is submitting under BTOP in Round 1. However, this application is closely tied to our intended applications in Rounds 2 and 3. The MBTF made the decision to approach this opportunity in a methodical process. This Round 1 application will increase demand and awareness so that activity in Rounds 2 and 3 involving infrastructure will be more effective. In addition, as part of the program of demand aggregation, Extension staff will be assessing the ability for the local population to access the

Submitted Date: 8/19/2009 11:23:29 AM	**Easygrants ID: 1345**
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Serena Clark

Internet in public computing centers now. This information will inform our Public Computing Center application in Round 2 and verify the data collected in the State's mapping effort. The applications in each Round are part of a larger multi-year strategy of increasing broadband adoption and deployment in Mississippi.

9. Recovery Act and Other Governmental Collaboration.

The MBTF will coordinate this program with federally-funded WIN job centers to increase digital literacy for unemployed or underemployed individuals seeking job opportunities. In addition, the Taskforce will work in conjunction with a HUD Neighborhood Stabilization Program to ensure that new housing for low-income (below 50% of Area Median Income) individuals will include the option for access to broadband internet. Finally, the Taskforce will attempt to include broadband access for facilities built with HUD Community Development Block Grant-Recovery (CDBG-R) funds, such as community centers and senior citizens centers, where appropriate and budget eligible.

10. Enhanced Services for Health Care Delivery, Education, and Children

Mississippi in Motion: Mississippi leads the nation in obesity. Mississippi in Motion is a program developed by the MSU-ES Health Group, in cooperation with Blue Cross and Blue Shield of Mississippi and "Let's Go Walkin' Mississippi" to provide support and services that help alleviate weight and health issues from obesity. Under this SBA, MSU-ES would expand Mississippi in Motion to the Internet, enabling greater access across the state. The intent would be to build a new generation of web-based resources that incorporate interactive and video resources, to establish innovative age-appropriate nutrition and healthcare information, and to build a social networking component to the site – all elements that would bring new information to people attempting to manage their health care online.

Youth Tech Teams: A major focus of the Youth Tech program will be to strengthen the digital literacy of youth in Mississippi. MSU-ES will work with 4-H, a program that strives to improve the quality of life for Mississippi's youth by developing and providing "hands-on" (experiential) educational programs. Program priorities include leadership development, life skills training, the development of positive self-esteem, and volunteer empowerment. This joint partnership will develop 4-H Youth educators to launch a Technology Camp to be held on the Mississippi State University campus (targeted to youth 14-18 years of age), and will involve these high school youth in the delivery of educational training that helps introduce other youth and senior citizens to broadband and IT applications. These youth will also be trained to go

Submitted Date: 8/19/2009 11:23:29 AM	Easygrants ID: 1345
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Serena Clark

into senior housing facilities to teach seniors how to use the Internet and to show the value that can be gained from using broadband. A special emphasis will be placed on recognizing and avoiding scams, inappropriate material, and other online dangers. Seniors are the lowest adopters of broadband, but seniors also represent the fastest growing adopting segment of the population. 4-H participants will learn digital and social skills that will help them later in life, while also learning about the dangers present on the Internet.

11. Small and Disadvantaged Business Involvement

MSU-ES will expand its relationship with the Center for Community and Economic Development, the Small Business Development Center, and the Entrepreneurship in Business Technology at Delta State University so that digital literacy training can be made available for disadvantaged and minority-owned businesses in the Delta.

E. Project Benefits
E-1 – Expanding Broadband Public Computer Center Capacity

Public Computer Center Capacity, Including Areas and Populations Served

12. Public Computer Centers Availability

13. Restrictions on Public Computer Center Use

14. Public Computer Centers Accessibility

15. PCC - Center Locations, PCC - Center Capacity, PCC - Size and Scope of Target Audience.

PCC - Center Locations & Center Capacity & Size and Scope of Target Audience.

Submitted Date: 8/19/2009 11:23:29 AM	Easygrants ID: 1345
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Serena Clark

16. PCC- SBA Population Demographics

Age Distribution
Age Distribution: 5-19
Age Distribution: 20-29
Age Distribution: 30-39
Age Distribution: 40-49
Age Distribution: 50-59
Age Distribution: 60-69
Age Distribution: 70 and above

Ethnicity or ethnicities
Ethnicity: Hispanic

Submitted Date: 8/19/2009 11:23:29 AM	**Easygrants ID: 1345**
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Serena Clark

Ethnicity: Non-Hispanic White
Ethnicity: Non-Hispanic Black
Ethnicity: Non-Hispanic American Indian
Ethnicity: Non-Hispanic Asian

Gender
Gender: Female
Gender: Male

Median Household Income
Median Household Income: Less than $9,999
Median Household Income: $10,000 - $14,999
Median Household Income: $15,000 - $24,999
Median Household Income: $25,000 - $34,999
Median Household Income: $35,000 - $49,999

Educational Levels
Educational Levels: None
Educational Levels: Elementary - Kindergarten - Grade 5
Educational Levels: Middle - Grade 6 to Grade 8
Educational Levels: Secondary - Grade 9 to Grade 12

Submitted Date: 8/19/2009 11:23:29 AM	**Easygrants ID: 1345**
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Serena Clark

Disabilities status
Disabilities status : Not Applicable

Unemployment Rate
Unemployment Rate: 9.00

Language
Language : English - Primary
Language : English - Second Language
Language : Non-English Speakers

17. Public Computer Centers Outreach

Public Computer Center Capacity: Training and Educational Programs

18. Public Computer Centers Peripherals and Equipment

19. Public Computer Centers Workstation Software

20. Public Computer Centers Training and Education Programs

Submitted Date: 8/19/2009 11:23:29 AM	Easygrants ID: 1345
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Serena Clark

E-2- Project Benefits – Sustainable BroadBand Adoption

21. Innovative Approach to Sustainable Broadband Adoption

This SBA program addresses the lack of broadband adoption in a strategic and multi-year effort through several coordinated initiatives. The integrated strategy including the Governor's office, several state agencies, institutions of higher learning, community colleges, local leaders, and grassroots entities is unprecedented in this state. Superior results are expected as this integrated team brings greater resources than a more limited localized or regional approach. The MBTF intentionally combined a top-down approach with support from state leadership with a grassroots approach more typically associated with the Internet.

The local "Connecting Communities" concept has been proven in other parts of the country to maximize community involvement and achieve results. Mississippi is improving upon this successful model by equipping Connecting Communities with world class curricula developed by MSU, so the Extension staff in each of the 82 counties has greater resources at their disposal. These curricula will assist individuals ranging from a local business trying to learn how to sell their goods to a worldwide audience through e-commerce, to an individual suffering with diabetes who can learn simple ways to improve their health through online resources.

One of the programs that will expand is a generational exchange between 4-H youth and seniors residing in assisted living. MSU-ES already does extensive work with 4-H, a program that improves the quality of life for Mississippi youth by developing potential and providing "hands-on" (experiential) educational programs. In this program, MSU-ES will train youth to teach seniors how to use the Internet and show the value that can be gained from using broadband. A special emphasis will be placed on recognizing and avoiding scams, inappropriate material, and other online dangers. Seniors are the lowest adopters of broadband but also represent the fastest growing adopting segment of the population. This exchange will benefit both groups.

A key differentiator of the program is that MSU-ES will employ a continuous metric-based review of the programs to ensure that goals are being met and funds are being spent in the most effective manner possible. To measure outputs, the number of meetings conducted and attendees included will be collected. To measure short-term outcomes (knowledge and attitudes), pre/post tests, retrospective pre/post surveys, and client satisfaction surveys will be

Submitted Date: 8/19/2009 11:23:29 AM	Easygrants ID: 1345
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Serena Clark

developed and administered periodically by Extension staff. To measure medium-term outcomes (adoption), the State's mapping program will be used to identify the number of new households and businesses acquiring broadband access. To measure long-term outcomes (economic, social, and educational impacts), follow-up surveys will be conducted with targeted businesses (i.e., small, micro, and proprietor-owned establishments), local government agencies, and individual subscribers one year after they participate.

22. Sustainable Broadband Adoption Household Subscribers.

How many total new home subscribers (household accounts) to broadband do you expect to generate through use of BTOP funds over the entire life of the program funded? **197,500**

23. Sustainable Broadband Adoption Institutional Subscribers.

How many total new business and/or institutional subscribers to broadband do you expect to generate through use of BTOP funds over the entire life of the program funded? **61,163**

24. Sustainable Broadband Adoption Users of Public Access Facilities.

How many total **users** of broadband in public computer centers or **users** of broadband **outside the home** (e.g., in a community college) do you expect to generate through use of BTOP funds over the entire life of the program funded? **8,100**

25. Sustainable Broadband Adoption Population Demographics.

Please refer to PCC – SBA Demographics section (Section E1- Question 17)

26. Sustainable Broadband Adoption People Trained/Educated.

If you intend to provide training or education, how many people **in total** will your program(s) reach? **257,000**

27. Sustainable Broadband Adoption - Scope of Training/Education Programs.

How many hours of training do you expect to provide *per person on average* for each participant in your training program(s), through completion of training for that individual? If you will offer multiple programs, provide estimates for each program. **10**

28. Sustainable Broadband Adoption Instructor Qualifications.

How many (FTE) instructors/facilitators will you employ for broadband and digital literacy training purposes, and what are their qualifications (training and experience)?

A total of 15.95 FTEs will be employed as part of this project to provide instruction and facilitation activities. All instructors have Bachelors, Masters and/or PhD degrees related to information and/or communications technology, community/economic development, youth development, or human sciences. All have teaching and/or facilitation experience either in formal or non-formal educational settings. The 81 county Extension staff members have experience performing similar functions at the local level already.

Submitted Date: 8/19/2009 11:23:29 AM	Easygrants ID: 1345
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Serena Clark

29. Sustainable Broadband Adoption Equipment Purchased.

How many broadband-related equipment units (e.g. computers, wireless devices) do you intend to purchase overall? **20**

30. Sustainable Broadband Adoption Cost of Devices.

What is the total up-front cost of this equipment? **33,680**

31. Sustainable Broadband Adoption Loan Program Participants.

If you are providing an equipment purchase or loan program, for how many households, businesses and/or institutions do you expect to provide equipment or computers?

Number of Households:
Number of Businesses:
Number of Institutions:

32. Sustainable Broadband Adoption Loan Cost to Borrower.

If you are employing a loan program for purchases of service or equipment, what will be the total cost to the typical customer you assist over the life of the loan, including all interest and fees?

33. Sustainable Broadband Adoption Target Population, Awareness Campaign.

If you are conducting an awareness campaign, how many people do you expect your campaign will reach? **1,500,000**

34. Sustainable Broadband Adoption Awareness Campaign Methods

To raise public awareness of the benefits of broadband and to communicate the scope and availability of broadband opportunities through this program throughout the state, we propose to implement a multi-pronged communications plan to reach each audience relevant to the proposed program initiatives.

Target audiences include Mississippi citizens who currently do not use broadband applications, along with stakeholders, such as state and local community leaders, who will help champion this program and develop broadband adoption plans for their communities. We will also reach out to implementation partners, which include the Mississippi State University Extension Service (MSU-ES), the WIN job centers, the Mississippi Department of Employment Security and others, to provide them with a broad overview of Mississippi's Broadband Adoption and Deployment plans. We will also target key organizations such as the Center for Community and Economic Development, the Small Business Development Center and the Entrepreneurship in Business Technology Unit at Delta State University to reach key audiences in the Mississippi Delta, a geographic area of particular focus given its level of need. And finally, we will work with MSU-ES to communicate to youth and the elderly regarding the program that will recruit 4-H youth to teach broadband technology applications to seniors. Communications to each of these audiences can be targeted directly to each audience.

Submitted Date: 8/19/2009 11:23:29 AM	Easygrants ID: 1345
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Serena Clark

We initially propose two areas of focus for our outreach efforts. First, we will implement a broad, awareness-building campaign to communicate the objectives and benefits of the Sustainable Broadband Adoption programs that will be implemented throughout the state to all relevant audiences to make the general public, the business community and all stakeholders familiar with the initiative and how it will be rolled-out. With this initial outreach effort, we aim to create interest so that communities and stakeholders will want to be involved in connecting target audiences with the program initiatives. Secondly, we will work with our implementation partners, conducting outreach to each program's specific target audience to inform these individuals of the programs available to them and how to access these programs; for example, we will work with the WIN job centers to inform unemployed and underemployed residents of the digital literacy training workshops available to them.

We estimate a three-year budget of approximately $100,000 for advertising and public relations associated with this outreach. Individual strategies include, but are not be limited to, working with the Mississippi Press Association to roll out a statewide print ad campaign and producing appropriate broadcast spots, both video and radio, for television and radio ad placement, as appropriate. These spots would also be amended and used for broadcast public service announcements (PSAs). We will also work with MSU-ES to disseminate program information through its radio and television programs, print materials and on its Web site.

Public relations strategies will include disseminating relevant press release(s) to statewide media, both print and broadcast, and holding a press conference with program partners to kick off the program and generate support and awareness. In addition, we will provide all participating partners with public relations articles and resources to promote the programs to each organization's target audiences.

We also intend to reach each discrete audience directly via the implementing partners' own internal communications mechanisms and through educational events designed to create awareness of the benefits of broadband and the availability of the new broadband education programs. Potential educational events and mediums for target groups might be conducted live or via webinars.

We would also provide a website to host information regarding the program. We would drive traffic via our advertising and public relations efforts to the website. For those individuals that

Submitted Date: 8/19/2009 11:23:29 AM	Easygrants ID: 1345
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	Applicant Organization: Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	Applicant Name: Serena Clark

do not currently have broadband access, our advertising and public relations efforts would encourage these individuals to contact MSU-ES via telephone.

Through our multi-pronged advertising and public relations efforts, we would estimate that we reach approximately 1.5 million Mississippians out of a total population of 2.9 million residents.

35. Measuring Campaign Impact for Sustainable Broadband Adoption

MSU-ES will employ a metric-based ongoing review of the programs to ensure that goals are being met and funds are being spent in the most effective manner possible. As part of this analysis the communications teams will be apprised of indicators so that awareness strategies can evolve as needed. Effectiveness of our communications efforts may be measured through a variety of metrics collected by MSU-ES including the number of participants in any given aspect of the program and the increase in the percentage of households using broadband technologies.

36. Sustainable Broadband Adoption Total Cost Per New Subscriber.

What is the total cost of your project per new subscriber (household, individual, or institutional) or new end-user? **29.42**

F. Project Viability

Technical Viability

37. Technology Strategy
37 - A. Public Computer Center Technology Strategy

37 - B. Sustainable Broadband Adoption Technology Strategy

The MBTF sought to develop a SBA program that immediately would impact every county in the state. Mississippi is fortunate to have a ready model in the Mississippi State University Extension Service. It has developed an infrastructure over the last 95 years of staff in every county whose responsibility is to engage the local population and provide training through curriculum on workforce development, agriculture, youth development, and others. The MBTF will partner with the MSU-ES to modify their existing model to provide outreach, raise awareness, and train

Submitted Date: 8/19/2009 11:23:29 AM	Easygrants ID: 1345
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	Applicant Organization: Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	Applicant Name: Serena Clark

individuals on the benefits and applications available through broadband. The advantage of this approach is that the program can begin immediately upon award and will be sustainable within the framework of MSU-ES after three years.

In Phase 1 (Award date – September 2010) MSU-ES will hire Region E-Extension coordinators and train existing Extension staff on the program. The staff will then focus on setting up the Connecting Communities teams in each county, deploying digital literacy curricula, partnering with WIN job centers to provide monthly digital training workshops, and assess the Public Computing resources in each county. In addition, MSU-ES will expand its relationship with the Center for Community and Economic Development, the Small Business Development Center, and the Entrepreneurship in Business Technology at Delta State so that digital literacy and e-commerce training can be made available for disadvantaged and minority-owned businesses in the Delta. MSU-ES will also partner with the Governor's office and other members of the MBTF to publicize this program.

In Phase 2 (October 2010 – September 2011) MSU-ES will build on the foundation laid in the previous phase by deploying existing applications focused on youth, health care, e-commerce, and other resources. In addition, the county staff will begin working with the Connecting Communities teams to implement the strategic planning they completed in Phase 1 so the demand analysis and aggregation transitions into new users. Incidentally, the State hopes that this time period will coincide with new infrastructure and Public Computing Centers allowing the demand and supply activities to converge. In addition, MSU-ES will begin deploying curricula to community college partners around the state so they can improve digital literacy in their target populations through distance learning. All activities from Phase 1 will continue concurrently.

Phase 3 (Summer 2011 – End of Program) will involve the introduction of new e-commerce resources related to e-government, social network strategies and search engine optimization for application by businesses, and the unveiling and delivery of new web-based resources that align with the information/education needs delineated by Mississippi communities as part of the Connecting Communities IT strategic planning activities completed in Phase I. MSU ES will continue to deliver programs via its network of Extension educators and with the team of anchor institutions and organizations that it has worked with during the course of this initiative. The intent will be to continue delivering high quality educational and technical assistance activities related to broadband to individuals, households and groups that would not otherwise be positioned to fully capture the benefits of broadband. All activities from Phases 1 and 2 will continue concurrently.

Submitted Date: 8/19/2009 11:23:29 AM	Easygrants ID: 1345
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Serena Clark

MSU-ES will employ a metric-based ongoing review of the programs to ensure that goals are being met and funds are being spent in the most effective manner possible. To measure outputs, the number of meetings conducted and attendees will be collected from local Extension staff. To measure short-term outcomes (knowledge and attitudes), pre/post tests, retrospective pre/post surveys, and client satisfaction surveys will be developed and administered will be developed and administered periodically by Extension staff. To measure medium-term outcomes (adoption), the State's mapping program will be used to identify the number of new households and businesses acquiring broadband access. To measure long-term outcomes (economic, social, and educational impacts), follow-up surveys will be conducted with targeted businesses (i.e., small, micro, and proprietor-owned establishments), local government agencies, and individual subscribers six months after they use our resources.

Organizational Capability

38. Management Team Resumes.
Please refer to upload section at the end of document.

39. Organizational Readiness
MSU-ES currently has professional educators working in every county to meet the needs of citizens, families, businesses, communities, and local governments through four major program areas: Agriculture & Natural Resources, Family & Consumer Education, Enterprise & Community Resource Development, and 4-H Youth Development. This program will add a broadband adoption component to their offerings.

While partnerships, distance education, economic security, and economic prosperity may be popular buzz words in today's technological environment, these are elements that have been part of the fabric of the MSU-ES for many years. That is why Extension is still relevant after 95 years of service to the people of Mississippi. Today, MSU-ES works with hundreds of agencies and organizations, and more than 10,000 volunteers, to meet the needs of families, young people, businesses, and communities across the state. Approximately, 146 hands-on information technology workshops involving over 2600 people and 523 hours of instruction were conducted for Extension specialists and clientele groups across Mississippi over the past year.

Submitted Date: 8/19/2009 11:23:29 AM	Easygrants ID: 1345
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	Applicant Organization: Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	Applicant Name: Serena Clark

As the outreach arm of Mississippi State University, Extension has been actively involved in distance education, through the delivery of research-based educational programs from campus to remote communities across the state. As a land-grant university, Mississippi State University is often called the people's university, largely as a result of Extension's mission of advancing the well-being of all citizens. Extension develops proven educational programs in agriculture, helps entrepreneurs (both youth and adults) establish and maintain profitable enterprises, and provides personal financial-management seminars and information for workers in every sector of the economy.

MSU-ES plays a lead role in administering the state's Family Nutrition Program (FNP), a valuable program that teaches nutrition lessons to people who qualify for the Supplemental Nutrition Assistance Program (formerly known as the Food Stamp Program), and includes children in schools where the participation in the National School Lunch Program is 50% or greater. The overall goal of this program is to help Mississippians make smart nutrition decisions and healthy food choices. The program, which spent just over $3.6 million last year, reached 69,961 Mississippi Supplemental Nutrition Assistance Program participants who attended nutritional sessions at over 2,500 locations around the state. These locations included K-12 schools, community colleges and universities, MSU Extension offices, churches, community centers, and job training centers, to name a few. Evaluation data show notable improvements in each of the four overall objectives of the program related to participants' knowledge, ability, and action. The basic nature of the FNP is similar to the type of activity MSU-ES will undertake with this BTOP grant and has been successful.

40. Organizational Chart.
Please refer to upload section at the end of document.

Community Involvement

41. Key Partners
The MBTF's key partner in this endeavor is the MSU-ES, the community development arm of the state's largest land-grant university. MSU-ES currently works with community anchor institutions in every county in the state and will augment these partnerships with broadband awareness and adoption measures. This includes outreach, education, workshops,

Submitted Date: 8/19/2009 11:23:29 AM	Easygrants ID: 1345
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Serena Clark

and curriculum. The Governor's Office will facilitate state agency cooperation and coordination including partnerships between MSU-ES and community colleges around the state in the Delta, central Mississippi, northeast Mississippi, southwest Mississippi, and the Gulf Coast. In addition, MSU-ES will work with MDES and WIN job training centers around the state in order to increase digital literacy among individuals seeking job training and placement.

Mississippi State University Extension Service
Dr. Melissa Mixon, Interim Vice President
Bo Beaulieu, Director, Southern Rural Development Center
Dan Brook, Center for Education and Training Technology

The MSU-ES will be the primary partner and administrator of this program. Under direction from the Governor's Office and the MBTF, MSU-ES will train county staff, develop curriculum, build upon existing partnerships with anchor institutions to raise broadband awareness and adoption, and track and report on the successes of the program.

Mississippi Department of Employment Security
Tommy Dale Favre, Executive Director

MDES will work with the MBTF to facilitate a relationship between MSU-ES and the WIN job training centers around the state. Together, we will design a digital literacy curriculum and facilitate workshops for the unemployed and underemployed in the state, many times at the WIN training centers.

Delta State University
Deborah Moore, Director, Center for Community and Economic Development
Christie Sledge, Director, Small Business Development Center
Cooper Johnson, Chair, Entrepreneurship in Business Technology Program

With its outreach to disadvantaged communities and businesses throughout the Mississippi Delta, these three centers will serve as valuable partners with the MSU-ES in the delivery of digital literacy and e-commerce educational programs to low-wealth individuals, disadvantaged businesses, WIN clients, and community colleges located in this important region of the state.

Submitted Date: 8/19/2009 11:23:29 AM	Easygrants ID: 1345
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Serena Clark

42. Partnering with Disadvantaged Businesses

MSU-ES will expand its relationship with the Center for Community and Economic Development, the Small Business Development Center, and the Entrepreneurship in Business Technology at Delta State University so that digital literacy training can be made available for disadvantaged and minority-owned businesses in the Delta. In addition, equipment will be purchased from Mississippi businesses listed on the Express Products List which are classified as minority-owned and operated when possible.

Ability to Start Promptly & Timeline

43. Project Timeline and Challenges

Q4-2009
•Recruit/select project coordinator
•Recruit/select Area Technology Agents
•Recruit Multimedia Developers
•Conduct training of County Extension Directors
•Update and upgrade health, e-commerce, and youth web-based resources - The multimedia developers will prepare these educational resources for delivery in Phase II.
•Purchase Equipment
•Launch "Connecting Communities" Strategic Planning Activity - Team will begin developing a broadband assessment and strategic blueprint regarding broadband strategies in their community/county.
•Establish partnerships with Workforce Investment Networks, community colleges, and key state agencies; collaborate with Delta State disadvantaged business programs - MSU-ES will begin offering courses to increase digital literacy among un- and underemployed individuals and expand the avenues available for delivering training on topics that will promote interest in and adoption of broadband in counties across the state.
•Assess Public Computing Center capabilities – The "Connecting Communities" teams will assess the options for public computing centers in their counties and report back to the MBTF.
•Launch Awareness Campaign – Develop and provide materials to raise awareness among target populations about the MSU-ES program.

2009 Challenges: Staffing and training will be the most critical first steps. The Governor's

Submitted Date: 8/19/2009 11:23:29 AM	**Easygrants ID:** 1345
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Serena Clark

Office must facilitate and drive collaboration by key partners such as WIN job centers and community colleges.

Q1-2010
•Develop report on broadband access - Prepare a report and submit to the MBTF based on the assessment of broadband access and challenges in the 82 'Connecting Community" sites.
•Implement digital literacy training - Offer a variety of digital literacy programs through the Area Technology Agents, MSU Distance Education, and partners.

Q2-2010
•Identify and fund partners to develop web-based educational resources – Develop the educational resources that "Connecting Communities" have identified as needed.
•Launch Youth Tech Camp - A Youth Tech camp will be held during the summer of 2010. Eighty high school-aged students will take part in the training and become part of the training corps being established with the 4-H Program.

Q3-2010
•Conduct on-going evaluation of programs; document impacts

Q4-2010
•Launch e-commerce training targeted to businesses and farmers - Targeted to small/micro businesses, self-employed, farmers, retail sector, artisans, and potential entrepreneurs in the state.
•Establish Youth Virtual Clubs - 4-H Youth Extension educators across the state will create youth virtual clubs.
•Conduct youth and senior citizen IT training

2010 Challenges: Personnel focus and time will be the most important aspects to watch in 2010 as programs begin and they are pulled in many different directions. Key partnerships must be fostered and nourished to ensure productive relationships. MSU-ES must have the flexibility to act on reports and analysis to ensure goals are met.

Q1-2011
•Launch Mississippi in Motion Website
•Prepare new products for web-based application; update existing products, as appropriate, for

Submitted Date: 8/19/2009 11:23:29 AM	**Easygrants ID: 1345**
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Serena Clark

web-based access - The multimedia developers and campus base technology agent will prepare the products developed by the resource specialists and partners (see item 1.10 above) for web-based access and application. In addition, current products – such as the child care training resources – will be updated/upgraded for use in Phase III.

Q2-2011
•Conduct Second Youth Tech Camp

Q3-2011
•Conduct on-going evaluation of programs; document impacts
•Continue e-commerce training, digital literacy, and other web-based programs

Q4-2011
•Launch training with new e-commerce curriculum products - Three new e-commerce products -- Web Presence Strategies for Small Communities and Local Governments; Using Social Networking Tools to Enhance Small Businesses; and Search Engine Optimization (SEO) Strategies, will be released and delivered to interested businesses across the state by MSU-ES and key partners.
•Continue e-commerce training, digital literacy, and other web-based programs

2011 Challenges: Building on successes and driving new subscribers will be critical tests in 2011. Staffing and focus will continue to be watched. MSU-ES must have the flexibility to act on reports and analysis to ensure goals are met.

Q1-2012
•Continue e-commerce training, digital literacy, and other web-based programs

Q2-2012
•Conduct third Youth Tech Camp

Q3-2012
•Conduct on-going evaluation of programs; document impacts
•Close-out of BTOP but programs continue

44. Non-Infrastructure Projects - Licenses and Regulatory Approvals

Submitted Date: 8/19/2009 11:23:29 AM	Easygrants ID: 1345
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Serena Clark

45. Legal Opinion.

Please refer to upload section at the end of document.

G. Project Budget & Sustainability

Project Profile: Budget and Budget Narrative

46. Budget Narrative

Personnel

A full time Ph. D. level project coordinator will be hired to handle the day to day operations and coordinate daily activities at the state and local levels working hand-in-hand with the project directors and management team. Five full time area technology agents will be hired to work at the district and county levels. One agent will be assigned to the MSU campus and will work across the State as needed in the higher demand areas and assist in the development of multimedia-based resources.

One full time multimedia developer and one half-time multimedia developer will focus their efforts on the conversion of existing paper-base related resources to online formats using a variety of development and delivery technologies. They will also focus on upgrading existing web-based educational resources that align with the needs of this initiative as well as developing new curricula as needed based on assessments from the "Connecting Communities" IT strategic planning teams.

Each of the 81 County Directors will provide the leadership at the local level and be the conduit through which all local efforts will be directed. Although each County Director will be assigned at the rate of 12.5% of their time (10% paid by from project funds and 2.5% as a match), they will be assisted by a full time area technology agent as needed.

As broadband assessments are conducted within each county, specific training needs may surface for which there may not be training programs and supporting materials currently available. During years two and three of the project where these situations develop, Resource Specialists with expertise in the specific area will be incorporated into the project to assist in the development and delivery of the identified training programs.

Submitted Date: 8/19/2009 11:23:29 AM	Easygrants ID: 1345
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Serena Clark

The project will be directed by Co-Principal Investigators who will have 5% of his time assigned to the project and will direct all technical aspects of the program. The Project Management Team will be composed of six professionals with extensive expertise in the fields of information technologies, community and economic development, evaluation, curriculum design/development, youth development, and communications. The members of the management team will each dedicate 5% of their time to this initiative.

Total amount of salaries to be paid from project resources will be $3,115,078.

Fringe Benefits
Fringe benefits for the personal on the project have been calculated at the Mississippi State University rate of 29.3% based on the individual salaries of the project staff. The total fringe benefit cost for the project will be $912,719.

Total personnel and fringe benefit cost for the project will be $4,027,797.

Travel
The bulk of the travel funds will be used for in-state travel by all of the project staff. All team members will be traveling across the State to coordinate local and regional team efforts, deliver training curricula, and meeting with stakeholders.

Out of state travel will be limited to the two Co-PI's, the Project Coordinator, and the Project Management Team to attend regional and national broadband related telecommunication conferences to learn and gather information on developing and emerging broadband technologies and success stories across the nation.

There will be 960 workshops to be conducted by 80 youths who form the student Tech Teams. A professional 4H agent will travel to each of the 960 workshops to direct and supervise the work of the student Tech Teams.

Total travel cost for the entire three-year project for all personnel associated with the project will be $922,250 to support in-state efforts, and $ 78,000 for out-of-state project-related activities.

Equipment

Submitted Date: 8/19/2009 11:23:29 AM	Easygrants ID: 1345
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Serena Clark

Equipment to be purchased on the project will include: Laptop System (6), Data Projector (6), Digital Camera and Accessory Kits (6), and Workstations (2). The laptop computer systems, digital cameras, and the data projectors will be assigned to the Project Coordinator and the five Technology Area Agents. These items will be used to support the daily activities carried out in meeting the assigned responsibilities of these specific individuals.

Total equipment cost for the project will be $ 33,680

Commodities and Contractual
Funds from the commodity category will be used to pay for printing of promotional materials, instructional materials and handouts, and assorted other paper-based materials used in the project. Contractual includes software, postage for mailing materials out to the county and district locations, possible industry publications related to broadband design and deployment, and for youth training camp expenses.

The Awareness campaign, which will reach 1.5 million people through a variety of media, will cost $100,000 over the three year period but the majority will be spent up front publicizing the program.

Total contractual cost for the project will be $ 254,900

Indirect
Total indirect (F&A) costs for the project will be $1,452,810 but the F&A that will actually be formally included in the project budget will be $528,294. As such, the remaining F&A charges of $924,516 will be included as part of the MSU-ES project match.

Match Requirement
The 20% match requirement will be met in three ways: (1) the additional time (2.5% = $326,919 plus fringe benefits) committed beyond the time being bought through the project for all 81 County Directors; (2) the combined time provided by the MSU-ES Communications Staff ($30,000 plus fringe benefits); and (3) the 17% above the 10% indirect cost allowed on the project ($924,916). The total match including all fringe benefits and salaries will total $ 1,370,664 for a total match of 23.5% on the project.

Project Grand Total = $5,844,921

Submitted Date: 8/19/2009 11:23:29 AM	Easygrants ID: 1345
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Serena Clark

47. Non-Infrastructure Projects - Budget Reasonableness

The proposed budget is based on standard accepted rates established by the University. Salaries for the individuals working on the project meet the salary guidelines and scales established by the Mississippi State University Human Resource Management Department. The listed salaries are related to the Southeastern salary averages for the respective positions and with their associated level of responsibilities.

Estimated travel costs are based on the current State reimbursable rate of fifty-five cents per mile and historical records of travel expenditures for program delivery across the State within the Extension organization. Well established records of expenditures associated with the delivery of programming and services and the direct knowledge of the proposal development team were used to estimate the proposed travel budget. This team has significant experience in delivering effective programs and an excellent understanding of what it takes in travel funds to effectively implement programs of the type proposed in this project.

Equipment costs are based on the latest contract prices obtained through competitive bids and listed on the Mississippi Express Products list established by the Mississippi Information Technology Services agency. Prices continually change in the market place and it is possible prices could fall by the time this project gets awarded. Equipment will be purchased from Mississippi businesses listed on the Express Products List which are classified as minority-owned and operated when possible.

Commodity and contractual costs have been estimated based on a review of the past two years of expenditures for commodities and contractual expenses of the Computer Applications and Services Department.

48. Demonstration of Financial Need

The State of Mississippi has been experiencing extreme budget constraints that are not improving. The Governor mandated across the board cuts in State Fiscal Year 2009 of 5% to deal with budget shortfalls. Revenue collections for July 2009 (the first month of State Fiscal Year 2010) were 11.27% below expectations meaning that the state's budget in State Fiscal Year 2010 could be in worse shape than in State Fiscal Year 2009.

Submitted Date: 8/19/2009 11:23:29 AM	**Easygrants ID:** 1345
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Serena Clark

The State Fiscal Year 2008 and 2009 budget allocations specifically for MSU-ES have remained flat, although the State Fiscal Year 2009 allocation was subsequently reduced by over $1.5 million due to budget reductions mandated by the Office of the Governor. The State Fiscal Year 2010 budget continues to remain flat relative to the FY08 and FY09 budgets, but MSU-ES has been required to reduce its budget by 5% for the current fiscal year due to expectations that the state's revenue estimate in State Fiscal Year 2010 will not meet projections for the second year in a row.

In light of the tight fiscal situation that the MSU ES is currently experiencing, the launching of a statewide effort to deliver broadband-related training, information and technical assistance to individuals, businesses, and communities across the state could not be realized without BTOP/Sustainable Broadband Adoption Program resources.

49. Historical Financial Statements.
Please refer to upload section at the end of document.

Project Profile: Long Term Sustainability

50. Sustainability.
51 - A. Public Computer Center Sustainability

51 - B. Sustainable Broadband Adoption Sustainability
MSU-ES staff will continue to educate individuals about the benefits of broadband in each county long after ARRA funding ends. Once Extension staff is trained and is familiar with the curriculum that will be developed, they will continue to provide that service as part of the normal operations of the MSU-ES program. The 82 county staff salaries will convert back 100% to the University. The Regional E-Extension Team leaders will not be funded but it can be argued that their utility will have ended once the program is firmly established at the local level and the county staff needs less support from regional supervisors. The volunteer "Connecting Communities" teams will be in place at the end of three years and will continue to increase awareness of and build demand for broadband after this particular funding ends.

Submitted Date: 8/19/2009 11:23:29 AM	**Easygrants ID: 1345**
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Serena Clark

Project Profile: Outside Leverage

51. Matching Funds.

Please refer to upload section at the end of document.

52. Unjust Enrichment

No other federal funds have been requested to fund this SBA program.

53. Disclosure of Federal and/or State Funding Sources

The Southern Rural Development Center (located at Mississippi State University) has secured federal support from the USDA/Cooperative State Research, Education and Extension Service in the amount of $221,760 to invest in new e-commerce/broadband curricula. These resources are being developed on a competitive basis by Extension faculty across the nation. All curriculum resources developed to date (and over the next two years) as part of the Center's work are being provided at no cost in support of Mississippi's Sustainable Broadband Adoption Initiative.

54. Buy American.

Is the applicant seeking an individual waiver of the Buy American provision?
No

Buy American Waiver Request Explanation

H. DOC Environmental Checklist

55. SECTION 1 – Please refer to upload section at the end of document.

I. Compliance and Certification

Submitted Date: 8/19/2009 11:23:29 AM	Easygrants ID: 1345
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Executive Office of the State of Mississippi
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Serena Clark

56. Certification and signature.
 Please refer to upload section at the end of the document.

J. Uploads

In order to improve system performance and help ensure that all applicants are able to complete their applications by the deadline, we have changed the way your application PDF is created. This PDF contains all of the information you entered throughout the Easygrants data entry screens. PDF copies of all documents that have been uploaded can be viewed and printed separately from the **Main page of the application after you submit**. These will continue to be available to you in read-only format after your application has been submitted.